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To: All Region Operations Managers
All Retail Managers
All Division Managers
All Regional Sales Managers
All RJR managers with McLane

Subject: Wal*Mart "Special 5-Pack offer" July 1996

Ladies & Gentlemen:

This is to advise that the second Wal*Mart "Special 5-Pack offer" will start shipping from McLanes the week of July 15, 1996. Product will arrive in McLanes July 5, 1996.

The "deal" is once again $1.25 off each 5-Pack offer. The stores will need to take the 2-5 pack offers out of the shipping carton for pricing and display. The shipping carton will not scan.

The reduced cost will be reflected in the store's McLane invoice and the department manager should make sure the retail price is $1.25 less than 5 individual packs. This is an accrural promotion and we are paying McLane to reduce the cost to the stores to eliminate markdowns being taken at store level.

There will be a "POS kit" shipped with the promotion. The POS kits have been ordered to each RJR manager handling McLane divisions for inclusion with the order. The key is having the kit arrive with the promotion, not shipped separately.

Our job at store level is:

1. **Make sure the product has been received.** If product has not been merchandised for sale, check with the department manager, receiving clerk for information, location of product. Merchandise the promotion on the new PM endcap, bottom 2 shelves with POS. If endcap not on location, place on 4' shelf above candy on last checkout, adjacent to cigarette run. If this is unavailable work with the department manager on most visible location.

2. **Test scan both brand styles to ensure pricing is correct.** Simply multiply the normal single pack retail x 5 and subtract $1.25. This should be the promotion price. If incorrect, have department manager assist you by taking 1 unit of each brand style back to the UPC manager for correction in the store's scan system. If you are unsuccessful, contact Jana Mott in Wal*Mart's Home Office for assistance. 501-273-8323.

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3. **Maximize presence and visibility**. Once you have merchandised the promotion, and verified retails are correct, placement of POS and pricing communication is imperative. If for some reason the POS kit is misplaced, have the store make shelf call-outs communicating the deal.

Retail Managers should consider the timing of this promotion when scheduling July retail coverage to maximize visibility of the promotion.

If you have any questions let me know.

Sincerely,

Marty Washburn

cc: Jim Maguire
AVP's

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